

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-17 are pending in this case. Claims 1-17 are amended by the present amendment. As amended Claims 1-17 are supported by the original disclosure,¹ no new matter is added.

In the outstanding Official Action, Claims 1-3 and 5-17 were rejected under 35 U.S.C. §102(b) as anticipated by Mackintosh et al. (U.S. Patent No. 6,317,784, hereinafter "Mackintosh"). Claim 4 was indicated as including allowable subject matter.

Applicants gratefully acknowledge the indication that Claim 4 includes allowable subject matter.

With regard to the rejection of Claims 1-3 and 5-17 under 35 U.S.C. §102(b) as anticipated by Mackintosh, that rejection is respectfully traversed.

Amended Claims 1 and 13 recite in part, "searching associated information from a database storing a plurality of associated information concerning an on-air program broadcasted by a broadcasting station."

In contrast, Mackintosh describes a system that receives information pertaining to broadcasted materials in real time (as the broadcasted materials are being broadcasted), or before the broadcasted materials are broadcast from a program provider 104.² Thus, the device described by Mackintosh *never* has to search for any information pertaining to broadcasted materials, as the appropriate information pertaining to broadcasted materials are provided by program provider 104. The data server 116 of Mackintosh just needs to transfer the information pertaining to broadcasted materials which is sent by the program provider 104. Therefore, Mackintosh does not teach or suggest "*searching* associated information

¹See, e.g., the specification at pages 30-34 and Figure 11.

²See Mackintosh, column 5, lines 38-51.

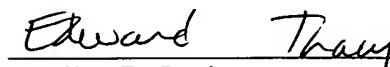
from a database” as recited in amended Claims 1 and 13. Consequently, Claims 1 and 13 (and Claims 2-6 and 14-17 dependent therefrom) are not anticipated by Mackintosh and are patentable thereover.

Amended Claim 7 recites in part, “a searching unit configured to search the database for associated information concerning the on-air program broadcasted by the broadcasting station.” As noted above with respect to Claims 1 and 13, Mackintosh does not teach *searching* for any information pertaining to broadcasted materials, as the appropriate information pertaining to broadcasted materials are provided by program provider 104. Thus, Mackintosh does not teach “a searching unit” as defined in amended Claim 7. Therefore, amended Claim 7 (and Claims 8-12 dependent therefrom) is also patentable over Mackintosh.

Accordingly, the outstanding rejection is traversed and the pending claims are believed to be in condition for formal allowance. An early and favorable action to that effect is, therefore, respectfully requested.

Respectfully submitted,

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